

Message Text

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ACTION EUR-12

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E.O. 11652: N/A
TAGS: BEXP, BTRA, SW
SUBJECT: FOREIGN BUYER PROGRAM: US VISIT OF MR. GUS NASIELL
OF RIFA AB

1. WE HAVE ISSUED A COMMERCIAL INVITATION TO MR. GUS NASIELL, TECHNICAL SALES EXECUTIVE OF RIFA AB, S-163 00 SPANGA, SWEDEN.
2. RIFA IS A SUBSIDIARY OF ONE OF THE LEADING INDUSTRIAL ENTERPRISES IN SWEDEN, THE LM ERICSSON TELEPHONE CO, AND MANUFACTURES ELECTRONIC COMPONENTS. MR. NASIELL IS THE HEAD OF A DEPARTMENT WHICH DESIGNS AND BUILDS EQUIPMENT FOR THE PRODUCTION OF COMPONENTS.
3. BECAUSE OF RISING COSTS IN SWEDEN, THE FIRM HAS DECIDED NOT TO MANUFACTURE THIS EQUIPMENT BUT TO PURCHASE COMPONENT PRODUCTION EQUIPMENT FROM MANUFACTURERS OFFERING THE BEST TERMS. IN PREPARATION FOR SUCH A PURCHASING PROGRAM, MR. NASIELL IS PREPARING A LIST OF US MANUFACTURERS OF COMPONENT PRODUCTION EQUIPMENT. ACCORDING TO MR. NASIELL THOMAS REGISTER AND OTHER DIRECTORIES DO NOT IDENTIFY WHICH COMPANIES MANUFACTURE SPECIFIC COMPONENT PRODUCTION EQUIPMENT.
4. RIFA'S PURCHASING PROGRAM COULD RESULT IN SUBSTANTIAL EXPORT SALES FOR US FIRMS. IN ADDITION TO SELECTING EQUIPMENT FOR THEIR OWN PLANT, THEY WILL INSTRUCT THEIR MANU-
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FACTURING AFFILIATES IN MEXICO, BRAZIL, AUSTRALIA, AND FRANCE TO PURCHASE EQUIPMENT THEY SELECT.

5. MR. NASIELL IS EXPECTED TO ARRIVE IN NEW YORK CITY ON AUGUST 28 AND WILL BE STAYING IN THE US APPROXIMATELY FOUR WEEKS. HE PLANS TO CONTACT THE DISTRICT OFFICES IN BOSTON, MA, NEW YORK CITY, CHICAGO, IL, LOS ANGELES, CA,

SAN DIEGO, CA, AND MIAMI, FL.

6. HIS MAILING ADDRESSES: C/O IRENE HEATHCOTE, 27
FIELDSTONE DRIVE, SOMMERVILLE, NJ 08876, TELEPHONE:
(201) 722-7370; AND C/O BJORN WESTLY, 23902 VIA HAMACA,
VALENCIA, CA 91335, TELEPHONE: (805) 259-9876.

7. PLEASE INSERT INFORMATION RE MR. NASSIELL'S VISIT IN
COMMERCE AMERICAN AND/OR COMMERCE BUSINESS DAILY. IF
AVAILABLE LISTS, SUCH AS THOSE USED TO PROCURE EIPT AND
COMPONENTS EXHIBITIONS, INDICATE MANUFACTURERS OF
COMPONENT PRODUCTION EQUIPMENT, PLEASE FURNISH.
KENNEDY-MINOTT

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